

Rep Order#	7902799	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

2 of 3

Printed: 09/11/2012 4:10 PM
Last Received: 09/11/2012 4:08 PM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3160
Buyer KRISTY KOVATCH
Phone#
Fax#

Agency ()	NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	() WASHINGTON
	815 SLATERS LANE	Sales Office (() JAMIE ANDRUS
	ALEXANDRIA, VA 22314	Salesperson (
Agency C/P1/P2/E	155/426/3160		
Flight Dates	10/19/2012 - 10/25/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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18	F	KSL 5 NW TDY 2	6A-7A	:30	10/19-10/19	1	\$425.00	1
Rating: 2.1								
19	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/22-10/25	4	\$425.00	4
Rating: 2.1								
Buyline Comment: 1/DAY								
23	SU	SU 4P NWS	4P-430P	:30	10/21-10/21	1	\$225.00	1
Rating: 1.1								
24	F	TONITE SHW-NBC<	1035P-1137P	:30	10/19-10/19	1	\$800.00	1
Rating: 3.2								
25	TU	TONITE SHW-NBC<	1035P-1137P	:30	10/23-10/23	1	\$800.00	1
Rating: 3.2								
26	SU	FTBL NITE AMR	5P-615P	:30	10/21-10/21	1	\$800.00	1
Rating: 3.0								
27	F	DATELINE FR-NBC	9P-10P	:30	10/19-10/19	1	\$1,400.00	1
Rating: 4.6								
28	M	TODAY SHW	7A-8A	:30	10/22-10/22	1	\$950.00	1
Rating: 2.8								
29	W	TODAY SHW	7A-8A	:30	10/24-10/24	1	\$950.00	1
Rating: 2.8								
30	SA	KSL 5 NWS-10	10P-1035P	:30	10/20-10/20	1	\$1,800.00	1
Rating: 5.0								
31	SU	KSL 5 NWS-10<	10P-1035P	:30	10/21-10/21	1	\$2,600.00	1
Rating: 5.9								

Station KSL-TV SALT LAKE CITY Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
 Advertiser () NRCC-NATL REPUB CONG 815 SLATERS LANE Sales Office () WASHINGTON
 Product NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Estimate# 3160 Agency C/P1/P2/E 155/426/3160 Salesperson Phones# 202-872-1155
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 Phone# Hiatus Weeks
 Fax#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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--REPORT TOTALS--
 Report Totals: 31 / \$15,635.00

--SALES MONTHLY TOTALS--
 Oct 12: 31 / \$15,635.00
 Sales Totals: 31 / \$15,635.00
 Station Totals: 31 / \$15,635.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$78,175	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null
 Demos RA35+